

Order / Rev: 699192 - 3
 Alt Order #: 06228046
 Flight Dates: 09/04/12 - 09/13/12

Advertiser: American Crossroads
 Product Desc: AMERICAN CROSSROADS
 Estimate: 690

WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	WJXX	09/10/12	09/10/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a M-----	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE REGIS & KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$95.00		0.00			
15	WJXX	09/08/12	09/08/12	GMA Saturday GMA Saturday	CM	GMA Saturday -----S-	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GMA SATURDAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$90.00		0.00			
16	WJXX	09/09/12	09/09/12	Sun Prime A America's Funniest Home Videc	CM	7-8p -----S	:30	1	\$1,025.00	P-3	0.00	NM	0	\$0.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE AMERICA'S FUNNIEST VID														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				1	\$1,025.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WJXX	09/03/12-09/09/12		Sun Prime A		7-8p		-----Su	:30	(\$1,025.00)	0.00	NM		
Credited [CR]														
17	WJXX	09/09/12	09/09/12	GMA Sunday GMA Sunday	CM	GMA Sunday -----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GMA SUNDAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				1	\$150.00		0.00			
18	WJXX	09/06/12	09/06/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p ---T---	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FCN @ 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---				1	\$225.00		0.00			
19	WJXX	09/13/12	09/13/12	Nightline Nightline	CM	M-F 11:35p-12:05a ---T---	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NIGHTLINE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$175.00		0.00			
20	WJXX	09/13/12	09/13/12	The View M-F 11a-12p View	CM	M-F 11a-12p ---T---	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE THE VIEW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$225.00		0.00			
21	WJXX	09/06/12	09/06/12	GMA in the Afternoon GMA in the Afternoon	CM	2-3p ---T---	:30	1	\$115.00	P-3	0.00	NM	1	\$115.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GOOD AFTERNOON AMERICA EFF: 7/9/12														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---				1	\$115.00		0.00			
22	WJXX	09/13/12	09/13/12	GMA in the Afternoon GMA in the Afternoon	CM	2-3p ---T---	:30	1	\$115.00	P-3	0.00	NM	1	\$115.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GENERAL HOSPITAL EFF: 9/10/12														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$115.00		0.00			
23	WJXX	09/06/12	09/06/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p ---T---	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FCN @ 5PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---				1	\$80.00		0.00			
24	WJXX	09/13/12	09/13/12	GMJ Sunrise M-F 5-6a	CM	5-6a ---T---	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GMJ SUNRISE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$60.00		0.00			
25	WJXX	09/13/12	09/13/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p ---T---	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00

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37	WJXX	09/04/12	09/04/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p -T-----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FCN @ 5PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	-T-----				1	\$80.00		0.00			
38	WJXX	09/11/12	09/11/12	GMJ Sunrise M-F 5-6a	CM	5-6a -T-----	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GMJ SUNRISE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-T-----				1	\$60.00		0.00			
39	WJXX	09/11/12	09/11/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p -T-----	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FCN @ 5:30PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-T-----				1	\$95.00		0.00			
40	WJXX	09/04/12	09/04/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p -T-----	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FCN @ 6PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	-T-----				1	\$125.00		0.00			
41	WJXX	09/04/12	09/04/12	GMJ M-F 6a-7a	CM	M-F 6a-7a -T-----	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GOOD MORNING JACKSONVILLE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	-T-----				1	\$90.00		0.00			
42	WJXX	09/11/12	09/11/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p -T-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FCN @ 7PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-T-----				1	\$250.00		0.00			
43	WJXX	09/11/12	09/11/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a -T-----	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GOOD MORNING AMERICA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-T-----				1	\$110.00		0.00			
44	WJXX	09/04/12	09/04/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p -T-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE EXTRA LTC: 7/27/12														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	-T-----				1	\$200.00		0.00			
45	WJXX	09/04/12	09/04/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a -T-----	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE REGIS & KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	-T-----				1	\$95.00		0.00			
46	WJXX	09/12/12	09/12/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p --W----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FCN @ 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	--W----				1	\$225.00		0.00			
47	WJXX	09/05/12	09/05/12	Nightline Nightline	CM	M-F 11:35p-12:05a -W----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NIGHTLINE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	--W----				1	\$175.00		0.00			
48	WJXX	09/05/12	09/05/12	The View M-F 11a-12p View	CM	M-F 11a-12p --W----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE THE VIEW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	--W----				1	\$225.00		0.00			
49	WJXX	09/12/12	09/12/12		CM	2-3p --W----	:30	1	\$115.00	P-3	0.00	NM	1	\$115.00

